

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

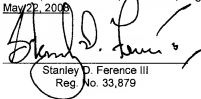
In re Application of : Srinivasan et al.
Serial No. : 09/805,310 Examiner : B. Jackson
Filed : March 13, 2001 Art Unit : 2685
For : METHOD AND APPARATUS FOR TIME-AWARE
AND LOCATION-AWARE MARKETING

May 22, 2008

AMENDMENT

I hereby certify that this correspondence (along with any documents referred to as attached or enclosed therewith) is being filed with the Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450, by EFS Web on

May 22, 2008



Stanley D. Ference III
Reg. No. 33,879

May 22, 2008
Date of Signature

Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Sir:

Responsive to the Office Action dated February 22, 2008, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on Page 2 of this paper.

Remarks begin on Page 8 of this paper.